



# VICTOR VALLEY TRANSIT AUTHORITY

Representing the Communities of Adelanto, Apple Valley, Hesperia,  
Victorville and San Bernardino County

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## Victor Valley Commuter Receives Top Recognition

Victor Valley, CA -- The results are in and officials at the Victor Valley Transit Authority have reason to celebrate. Survey results released earlier this month revealed 48 percent of Victor Valley residents cited familiarity with the Victor Valley Commuter service. The survey, commissioned by the San Bernardino Association of Governments (SANBAG), underlines the success of the Victor Valley Commuter's marketing efforts in the mere seven months since service began.

Launched in July 2002, the Victor Valley Commuter offers a peak-hour transportation alternative from the Victor Valley communities of Victorville, Hesperia, and Apple Valley to San Bernardino and Rancho Cucamonga aboard luxury coaches. From there, commuters connect with Metrolink trains serving Riverside, downtown Los Angeles, and beyond. With 27 percent of commuters driving two hours or more to work each day, Victor Valley residents have the distinction of the longest commute in San Bernardino County.

The Victor Valley Commuter offers riders a stress-free alternative to sitting in traffic, as well as time to read, sleep, or catch up on work. VVC riders report more productive workdays and more quality time at home. "Once people ride the bus, they're hooked. They always wonder why they didn't try it sooner," explained Kevin Kane, VVTA general manager. "Some prospective riders still foster the perception that the cost is prohibitive. However, our customers report the VVC actually saves money when compared to the cost of driving alone."

Not one to rest on its laurels, VVTA will soon introduce a limited-time reduced-fare promotion, thanks to funding obtained through a Mojave Desert Air Quality Management District grant. The grant will allow prospective riders to sample the VVC service at significant savings. For a limited time, an unlimited-use monthly pass will be reduced to \$75, a 50 percent savings. In addition, Metrolink pass holders save an additional \$20.

"Despite rising gas prices and increasing congestion along Interstate 15, public transit remains an unconventional choice. We believe the special promotion pricing will be the incentive needed to lure many of the less-motivated commuters currently sitting in traffic out of their cars," Kane said. The VVTA Board will evaluate the fare structure and ridership impact during the promotion period to determine if an ongoing strategy is necessary to keep the service strong.

The Victor Valley Commuter is one of the many services offered by the Victor Valley Transit Authority, a regional transit system linking the communities of Adelanto, Apple Valley, Hesperia, Victorville, and neighboring areas of San Bernardino County. Information regarding VVTA programs and services is available on the web at [www.vvta.org](http://www.vvta.org).

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